

SUZY

We arranged for three items to appear in Aileen Mehle's syndicated column, "Suzy." The first two items appeared when the column was based at the New York Daily News and distributed by the New York News-Chicago Tribune Syndicate. The first item appeared on July 8, 1985 and was about Maeve Quinlan's date with actor Rex Smith. The text also included mentions of five other players (Amy Holton, Carling Bassett, Kathy Rinaldi, Lisa Bonder and Anne White). The copy included two Virginia Slims mentions as well as inclusion of the product slogan, "You've come a long way baby." The second item appeared on July 25, 1985 and was about Chris Evert Lloyd, Pam Shriver, Wendy Turnbull, Kathy Jordan and Marcella

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Mesker meeting Tina Turner following her concert at The Centrum in Worcester, MA. That item also included two Virginia Slims credits as well as the product slogan, "You've come a long way baby." The third item appeared in "Suzy" after the column's base paper became the New York Post and distribution was moved to News America Syndicate. It was included on September 11, 1985 and was about Hana Mandlikova's reaction to her U.S. Open win. The copy included a Virginia Slims credit.

PEOPLE PAGE

We arranged for three items to appear in the "People Page" which is based at the New York Daily News and is distributed by the New York

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News-Chicago Tribune
Syndicate. The first item
appeared on August 30, 1985,
and was about Yoko Ono and
Sean Lennon attending the
U.S. Open as Virginia Slims
guests. The item included a
Virginia Slims credit. The
second item appeared on
September 5, 1985 and was
about Pam Shriver's interest
in pursuing a political
career when she retires from
the Virginia Slims Tour. The
item included a credit. It
was picked up in the
Washington Post the following
day with a credit included in
the copy. The third item was
a profile of Hana Mandlikova
that appeared on September 9,
1985. It also included a
Virginia Slims credit.

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MIKE LUPICA

We arranged for Earl Monroe to attend the Virginia Slims-U.S. Open party. Mike Lupica wrote about his presence at the party in his Sunday, September 1, 1985, column which is based at the New York Daily News and is distributed by the Chicago Tribune-New York News Syndicate. The item included a Virginia Slims mention.

PAGE SIX

We arranged for three items to appear on "Page Six" which is based at the New York Post and is distributed by the Los Angeles Times Syndicate under the name "Eavesdroppers." The first item appeared on September 5, 1985 and reflected Pam Shriver's opinion of Andrea Temesvari's reputation as a "sports sex symbol." The second item appeared on September 11, 1985, and was about Hana

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Mandlikova's plans to sail .
from Holland to
Czechoslovakia. The third
item appeared on September
28, 1985, and was about Chris
Evert Lloyd's and Wendy
Turnbull's "Greed"
competition and results. All
three times included Virginia
Slims mentions.

NEWSPAPERS

NEW YORK POST

We arranged for twelve items
to appear in the New York
Post. Six were included in
the "Post People" column.
The first item appeared on
July 1, 1985, and was about
Pam Shriver attending Bruce
Springsteen's concert during
the Wimbledon fortnight. The
second item appeared on July
8, 1985 and was about Martina

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Navratilova celebrating her Wimbledon victory. The third item was included in the August 6, 1985 column and recounted Zina Garrison's meeting Sidney Poitier. The fourth item appeared on August 21, 1985, and relayed the news that Pam Shriver got Martina Navratilova to agree to play doubles with Pam for "as long as they both continue to play," and made Martina put it in writing. The fifth item was included in the August 30, 1985 column and was about the Virginia Slims-U.S. Open party. The last item appeared on September 3, 1985, and was about Hu Na joining the ranks of one-named celebrities such as Cher, Charo and Liberace. All six items included a Virginia Slims credit and one

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included a WTA mention as well. In addition to the six "Post People" placements, a photo of Jerry Diamond and Chris Evert Lloyd appeared in the "Last Night in New York" section. The accompanying text included a Virginia Slims, as well as a WTA mention. One item appeared in the "City People" column. It included information about Hana Mandlikova's U.S. Open victory celebration and an anecdote about Pam Shriver changing her skirt on center court in the middle of her match with Steffi Graf. The copy included both a Virginia Slims and WTA mention. We worked with Peggy Gossett, the WTA public relations director, to obtain four more placements. One was to arrange a centerfold in the New York Post that featured

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the Lipton/WTB 1986 Calendar photos. Three stemmed from the WTB-March of Dimes Dinner. We worked with Peggy to arrange for Amy Penn, writer of New York Post's "Around the Town" column, Marianne Goldstein, writer of the "Post People" and "Last Night in New York" columns, and for the celebrity paparazzi to be invited. Both writers included stories in their columns and the "City People" section used one of paparazzo Ron Gallela's photos of John and Chris Evert Lloyd. The circulation of the paper is 900,000.

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NEW YORK DAILY NEWS

We worked with Peggy Gossett to arrange for the "Sunday People" editor at the New York Daily News to assign a writer to accompnay Carling Bassett to the WTA-March of Dimes dinner. The profile of their "date" appeared in the Sunday, September 1, 1985 edition of the paper. The copy included Virginia Slims and WTA mentions. The News has the highest circulation of any daily paper in the U.S.A. On Sunday's the total is 1,714,000.

HOUSTON POST

We worked with Terry St. John, the Houston affiliate, on a story about Andrea Jaeger. The story, which included several Virginia Slims credits, ran in the Sunday, July 28, 1985 edition of the paper that has a circulation of 440,000.

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THE NEW YORK TIMES

We arranged for an item to appear in the July 23, 1985, "Scouting" column that is included in the "Sports Pages" of The New York Times. The item was about Chris Evert Lloyd's first meeting with Pam Shriver in more than two years. The copy included two Virginia Slims credits. In addition, the Times used one of Carol Newsom's wire service photos of Chris next to the item. The caption included a Virginia Slims credit. In addition, we provided a lifestyles reporter, Judy Klemesrud, with background information for a story that ran on August 31, 1985 about players who stayed in private housing during the U.S. Open. The circulation of the paper is 970,000.

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USA TODAY

We arranged for seven placements to appear in USA Today. Three items were included in the "SportsTalk" column. The first item appeared on July 23, 1985 and was about Chris Evert Lloyd, Wendy Turnbull, Pam Shriver, Kathy Jordan and Marcella Mesker meeting Tina Turner. The copy included a Virginia Slims credit along with the product slogan, "You've come a long way baby." The second item appeared on July 24, 1985, and relayed the news that Chris Evert Lloyd posed for a Harper's Bazaar fashion spread. The last item appeared on September 16, 1985 and recounted Hana Mandlikova's U.S. Open victory celebration. Four more placements appeared in the sports section of the paper. The first of these placements appeared on August

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20, 1985 and was a profile of Pam Shriver. The second article was a profile of Helen Kelisi that appeared on August 29, 1985 and included a Virginia Slims credit. The third placement was a biography-profile of John and Chris Evert Lloyd that ran on September 9, 1985. The fourth placement recounted Hana Mandlikova's new conditioning program. It appeared on September 11, 1985. The circulation of the paper is over 1,000,000.

TELEVISION

ENTERTAINMENT TONIGHT

We arranged for a crew from "Entertainment Tonight" to attend the Virginia Slims - U.S. open party. Footage from the party was combined with other video and interviews done during the Open. The segment aired on Tuesday, September 3, 1985.

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MAGAZINES

NORTH SHORE MAGAZINE

We provided the magazine's photo editor with a picture of Andrea Jaeger that was used on the back inside cover of the magazine. Virginia Slims mentions were included in the text, the caption and the photo credit. In addition, we referred the editor, who was on deadline, to Bill Von Dahm for future women's tennis-related information. The circulation of the magazine is 37,000.

TENNIS

We worked with Carol Newsom to provide Donna Doherty with behind-the-scenes pictures of the players that were used in the "Passing Shots" column. The circulation of the magazine is 500,000.

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WORLD TENNIS

We worked with Carol Newsom and Kim Cunningham, the editor of the "Around the World" section of the magazine to provide anecdotes and information about various players. The circulation of the publication is 375,000.

The following placements are pending:

MAGAZINES

COSMOPOLITAN

We provided a freelance writer, Anne Bernard, with a list of players who utilize restricted diet programs or who are vegetarians, as well as specific information about their food intake. The article does not have a confirmed issue date. The circulation of the magazine is 2,500,000.

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FORTUNE

We presented background information about the Virginia Slims' SlimStat computer system to the sports business and computer editors at Fortune. They are discussing the story ideas to determine if it is appropriate for them to cover, and if so, in which section the story should appear. The circulation of the magazine is 700,000.

GLAMOUR

We arranged for Pam Satran, the fashion feature editor at Glamour to interview Ted Tinling about his insights into the players' fashion superstitions. In addition, we provided Pam with a list of players and their specific superstitions. The article is still being worked on and

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does not have a confirmed issue date. In addition, we are still trying to arrange for Pam to attend a Virginia Slims-named event so that she can write a style piece about women's tennis. The circulation of the magazine is 1,900,000.

McCALL'S

We provided information to Mary Ellen Baneshak, the beauty editor at McCall's, about the players' beauty routines. The roundup does not have a confirmed issue date. The circulation of the magazine is 6,200,000.

TENNIS

We provided Donna Doherty, the editor of the "Passing Shots" column that appears in Tennis Magazine, with information and anecdotes about the players to be used

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with photos from women's tennis tournaments. This is an ongoing project. The circulation of the magazine is 500,000.

US

We provided two of the editors of the magazine with information. Deborah Mitchell, an editor at US, received materials about Carling Bassett, Lisa Bonder, Zina Garrison, Kathy Rinaldi, Andrea Jaeger, Anne White and Hana Mandlikova. All are being considered for a possible feature. In addition, we arranged for Deborah to attend the WTA-March of Dimes cocktail reception. We provided information to Cindy Stivers, the "Faces and Places" editor, about the players and the Virginia Slims - U.S.

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Open party. The magazine works on a minimum of a six week lead time and is not certain what will run. US' circulation is 1,100,000.

WORLD TENNIS

We provided Kim Cunningham with information to accompany behind-the-scenes photos for the "Around the World" column. This is an ongoing project. The circulation of the magazine is 375,000.

TELEVISION

ESSENCE

We are working with Deborah Mitchell, a producer for "Essence" (the television program), to arrange for them to interview Zina Garrison. They are considering our suggestion to do the

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interview during the Virginia Slims of Washington. The program is syndicated throughout the United States.

LIFESTYLES OF THE
RICH AND FAMOUS

We arranged for Billie Jean King to serve as the hostess of a segment that was taped at the Virginia Slims - U.S. Open party. Billie took the "Lifestyles" crew on a behind-the-scenes tour of the National Tennis Center and allowed them to film the party through "her eyes." The segment is scheduled to air at the end of 1985. "Lifestyles of the Rich and Famous" is syndicated throughout the U.S.A. and Europe.

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THE START OF SOMETHING BIG

At the same time as Billie Jean King taped the "Lifestyles of the Rich and Famous" segment, the same crew filmed an interview for another program called "The Start of Something Big." The segment is scheduled to air at the end of 1985. The show is syndicated throughout the United States.

The following placements were not pursued for the reason stated below:

ENTERTAINMENT TONIGHT

The producers of the show were interested in sending a crew to the Virginia Slims of Los Angeles to tape Martina Navratilova's "Kindness is Doing Something" benefit. Martina withdrew from the tournament and the placement was cancelled.

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LIFESTYLES OF THE

RICH AND FAMOUS

The producer of the show and the Agency wanted to tape a segment that featured Martina Navratilova being served the "Millionaire's Diet." This was supposed to commemorate Martina's winning \$1-million in the 1985 calendar year. When Martina pulled out of the tournament, the segment was cancelled.

The Agency has requested the following information so that it can be presented to editors for placement consideration:

SHARON WALSH-PETE

We would like to obtain wedding photos of Sharon and her husband, Michael, to present to the editors of Bride's and Modern Bride magazines.

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VICKY NELSON

We would like to be kept up-to-date on Vicky Nelson's wedding plans.

JOANNE RUSSELL

We would like to obtain black-and-white snapshots or Polaroid pictures of JoAnne's Maryland home to present to magazine decorating editors.

CHRIS EVERT LLOYD

The editors of Life magazine would like to know if the Lloyd's will pose for the "A Visit" section of the magazine.

STUPID PEOPLE TRICKS

We would like to collect information about players who can perform unusual feats such as wiggling their ears, noses, etc., or stunts (for instance Gigi Fernandez can balance a tennis racquet on

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the tip of her nose and Pam Shriver can juggle). We would like to use this information to book some of the players on the "Late Night With David Letterman" show.

HAIR MAKEOVER

We would like to arrange for a player to pose for an editorial spread that will be paid for by Goody, manufacturers of hair accessories. Because of Goody's relationship as a major advertiser with consumer women's magazines, they are assured placements which are created internally and reprinted in their entirety.

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In addition to media placements, the Agency participated in the following activities:

WIMBLEDON

The Agency worked with Carol Newsom, Marcia Robbins, Annalee Thurston, Ted Tinling, Ana Leaird, Diane Desfor and Peggy Gossett to research items and anecdotes about the players and to discuss photo opportunities.

VIRGINIA SLIMS OF NEWPORT

The Agency worked with Carol Newsom, Annalee Thurston and the Ingall's public relations staff to research items and anecdotes. We worked with Carol to create photo opportunity ideas to tie in with "National Ice Cream Month" and a trip to "Green Animals." In addition, we worked with the Ingalls staff to create a suggested list of photo opportunities for the Tina Turner photo shoot.

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VIRGINIA SLIMS OF LOS ANGELES

We provided Kevin Diamond with a celebrity list of people to consider inviting to the Virginia Slims of Los Angeles. In addition, we provided him with a suggested letter of invitation. We worked with Kevin and Carol Newsom to research information and create photo opportunities. Two television tapings that were planned for this tournament had to be cancelled when Martina Navratilova withdrew.

VIRGINIA SLIMS OF
CENTRAL NEW YORK

We worked with Kevin Diamond Diane Desfor and the Madison Square Garden staff to develop story ideas. In addition, we provided the local affiliate with background information to try to place.

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UNITED JERSEY BANK CLASSIC

We worked with Nancy Bolger and Nancy Byrne to research items and anecdotes.

U.S. OPEN

We worked with Carol Newsom, Kevin Diamond, Annalee Thurston, Ana Leaird, Diane Desfor, Peggy Gossett and Nancy Bolger to research information and anecdotes. In addition, we arranged for Earl Monroe, as well as Yoko Ono and Sean Lennon to attend the matches as guests of Virginia Slims.

VIRGINIA SLIMS PARTY

We provided Diane Desfor with a suggested list of media invitees for the Virginia Slims party that was held during the U.S. Open. In addition, we arranged for two television crews to attend

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the party ("Entertainment Tonight" and "Lifestyles of the Rich and Famous"), as well as New York Post columnist Marianne Goldstein.

TONIGHT SHOW

We are working with Carol Newsom to research photos of Martina Navratilova that include Virginia Slims signage or that were taken at a Virginia Slims-named event with the hope that Martina will remember to mention a Virginia Slims credit when she appears on the "Tonight Show." She was scheduled to appear in July during the week of the Virginia Slims of Los Angeles, but postponed the appearance when she withdrew from the tournament.

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WTA-MARCH OF DIMES DINNER

We worked with Peggy Gossett to develop a media guest list for the party. Among those who accepted the invitation were Amy Penn, writer of the New York Post's "Around the Town" column, Marianne Goldstein, writer of the Post's "Page Nine," Danny Young, a freelance writer assigned by the New York Daily News' "Sunday People" editor, Joan Engles, Newsweek's "Newsmakers" photo editor and Deborah Mitchell, an editor with US Magazine.

LIPTON/WTA CALENDAR

We provided Peggy Gossett with a suggested media list to be invited to the Lipton/WTA Calendar press conference and worked with her to obtain a center spread and placements in the New York Post.

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SLIMSTAT/SOURCE

We worked with Annalee
Thurston, Marcia Robbins,
Kevin Diamond, Diane Desfor,
Nancy Byrne, Ana Leaird,
Peggy Gossett, Nancy Bolger
and the local affiliates to
research informaton that was
put into the Source System.

QUESTIONNAIRES

We are analyzing the player
questionnaires that have been
completed to track story
ideas that can be used for
local, as well as national
placements.

OPPORTUNISTIC PHOTOS

We are continuing to research
photo opportunities in local
markets that incorporate a
Virginia Slims credit in the
caption or photo content that
are suitable for multiple
market placement or the wire
services.

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VIRGINIA SLIMS AMERICAN WOMEN'S OPINION POLL

RESEARCH

The Agency approached major monthly magazines and offered editors a preview of the 1985 Virginia Slims American Women's Opinion Poll results. Through follow-up telephone calls, the Agency has determined interest in the Virginia Slims Opinion Poll among a number of monthly magazines. To ensure timely coverage of the Poll by these long-lead time publications, the Agency compiled a survey overview, trend tables and responses to the 1985 survey questions. These materials were sent, with an embargo date of October 20, 1985, to the following publications: Ladies Home Journal, Family Circle, Savvy, Better Homes & Gardens, Bride's, Eastern

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Review, Harper's, Denver Magazine, Glamour, Woman's Day, Golden Years, Ebony, Dallas Magazine, Modern Bride, Working Woman, United Magazine, Public Opinion Magazine, New Woman, Woman's World.

FOLLOW-UP

The Agency has been following up with each magazine to determine how and when each of these magazines will use the information. So far the Agency has determined that the following publications are planning specific articles on the Poll:

WOMAN'S WORLD

Articles editor Eva Fellows is interested in doing a feature on the Poll for the magazine's last issue in October.

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LADIES HOME JOURNAL

An article on abortion by Paula DiPerna will quote Shirley Wilkins and give reference to the Virginia Slims Opinion Poll. The article is scheduled for the magazine's November issue.

NEW WOMAN

Contributing editor Paula Bernstein is planning a major article on a number of the recent surveys which have been conducted. The article will focus on the Virginia Slims Opinion Poll and is scheduled for the magazine's February issue.

SUNDAY SUPPLEMENTS

To generate timely coverage of the Opinion Poll, the Agency approached the many Sunday magazine supplements and offered editors a preview of the 1985 Virginia Slims Opinion Poll results. Based on follow-up calls to

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determine interest in the Poll, the Agency sent the following Sunday magazine editors preview information on the Opinion Poll:

TROPIC MAGAZINE

Editor Maggie Felser is interested in covering the Poll in her column on women's issues.

ORLANDO SENTINEL

Newsfeatures editor Moira Bailey is interested in covering the Opinion Poll.

ETHEL KLEIN

In addition to the media outlets planning to cover the Poll, Ethel Klein, a professor at Columbia University and author of Gender Politics, requested information on the Poll for

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inclusion in her upcoming book on the international women's movement. Professor Klein also plans to use the Poll in her lectures and papers. The Agency sent preview information.

NEWS ALERT

The Agency prepared a news alert advising the media about the upcoming Opinion Poll. The news alert was disseminated to the national media list (approximately 2500) on October 2, 1985.

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NEWS RELEASES

The Agency drafted a fact sheet on the Poll as well as seven news releases covering the following subjects:

- Poll Overview
- Marriage and Divorce
- Children and Day-care
- Working Women
- Career and Family
- Evening Sexual Standards
- Women's Status in Society

These releases will be part of a press kit which will also include the Poll document. The press kit will be sent to the national media list on October 9, with an embargoed release date of October 20. The Agency is coordinating the assembling and distribution of 2500 press kits.

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SYMPOSIUM

The Agency researched various venues in which the symposium could be held. Upon investigation, Town Hall was selected as the best location to hold the symposium. The Hall is currently being considered for two alternative dates - November 13 and 19. The Agency has been working very closely with a prominent women's speaking bureau to book speakers for the symposium. Although we have not yet selected the panelists, the following are those who have accepted our invitation to participate:

- Myrna Blyth - Editor,
Ladies Home Journal

- Kate Rand Lloyd - Editor
Emeritus, Working Woman

- Dr. Joyce Brothers -
Sociologist

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- Susan Sheehan - Author, "Is
There No Place on Earth For
Me?"

Shirley Wilkins and Bud Roper
will act as moderators for
the Symposium.

NATIONAL MEDIA LIST

The Agency has put together a
comprehensive national media
list which will receive the
Opinion Poll in October. The
list includes lifestyle and
women's editors at major
newspapers and magazines, as
well as the wire services and
national and local television
and radio outlets.

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WOMEN'S ASSOCIATIONS

The Agency has prepared a list of major national women's organizations and the date and location of each of these organization's annual convention or meeting. These associations will be offered copies of the Opinion Poll when it is available for release.

CONCORD

NEWS RELEASES

To garner attention for the introduction of Concord on a national level and in its four regional test markets, the Agency distributed five different releases announcing the introduction of Concord. A release announcing Concord menthol, a carton of menthol cigarettes and advertising reprints were sent to

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Birmingham and Fort Wayne media. A release announcing Concord regular, a carton of regular cigarettes and advertising reprints were sent to Spokane and Little Rock media. A release announcing Concord menthol and regular, cartons of menthol and regular cigarettes and advertising reprints were sent to national marketing and business media. As a result of this mailing the following articles were generated:

BUSINESS MAGAZINES/NEWSPAPERS

THE NEW YORK TIMES

An announcement of Concord ran in the advertising column by advertising editor Philip Dougherty, August 25. The paper has a circulation of 1,013,211.

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FORTUNE

An announcement of Concord, quoting Tom Keim, and a photo of the cigarette ran in the "News/Trends" section, September 2. Fortune has a circulation of 700,000.

NEWSDAY

An announcement of Concord ran in the "Inside New York" column of Newsday on August 9, 1985. Newsday has a circulation of 525,216.

SUBURBAN STREET

In a front page editorial, Suburban Street included Concord in an article talking about new advertisements and gimmicks in the tobacco industry. The article references Fortune's article on Concord. Suburban Street is a weekly publication based in White Plains, New York.

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MARKETING TRADE PUBLICATIONS

ADVERTISING AGE

An announcement of Concord and a photo of the advertising reprint appeared August 12. An early announcement of Concord also appeared in "Last Minute News" in Ad Age/Chicago on July 22. Advertising Age has a circulation of 40,000; Ad Age/Chicago has a circulation of 22,000.

TOBACCO REPORTER

An article announcing Concord and quoting William Campbell appeared in the "Brand News" section of Tobacco Reporter in the September issue. Tobacco Reporter is a monthly publication with a circulation of 6,200.

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MARKETING UPDATE

An item announcing the introduction of Concord appeared in Marketing Update on August 19.

PRODUCT ALERT

An announcement of Concord appeared in Product Alert, a weekly magazine, on September 2. The publication has a circulation of 500.

DRUG TOPICS

An announcement and photo of Concord ran in Drug topics on September 2. Drug Topics is a semi-weekly publication with a circulation of 79,300.

SUPERMARKET NEWS

An item announcing Concord appeared in the "New Products" section of Supermarket News on August 12. The publication has a circulation of 58,000.

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REGIONAL PUBLICITY

THE FORT WAYNE

NEWS SENTINEL

An article announcing the test marketing of Concord in Fort Wayne appeared in the business section of the Fort Wayne News Sentinel on August 2. The newspaper has a circulation of 58,500.

THE FORT WAYNE

JOURNAL-GAZETTE

A letter-to-the-editor, criticizing Concord and smoking, appeared in The Journal-Gazette on September 5. The newspaper has a daily circulation of 61,390.

BIRMINGHAM WORLD

An article announcing Concord and quoting William Campbell, appeared in Birmingham World on August 10. Birmingham World is a weekly publication with a circulation of 9,200.

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BIRMINGHAM POST-HERALD

An item announcing Concord appeared in the Birmingham Post-Herald on August 3. The Post-Herald has a daily circulation of 60,172.

THE BIRMINGHAM NEWS

An article announcing Concord and quoting William Campbell ran in The Birmingham News on August 20. The Birmingham News has a daily circulation of 165,212.

TEST MARKETS

To introduce and publicize Concord in the four test markets, the Agency arranged interviews for William Campbell with television and newspaper editors in Birmingham and Little Rock on August 8. Interviews were set up for Tom Keim with the Fort Wayne media, August 9. Following is a list of the interviews arranged:

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BIRMINGHAM

WVTM-TV (NBC)

A taped interview with William Campbell on Concord aired August 8 on the 5:00 evening news. WVTM-TV has approximately 207,000 viewers.

BIRMINGHAM POST-HERALD

Business editor Andrew Kilpatrick interviewed William Campbell. The Agency is following up with Mr. Kilpatrick to develop an article on Concord.

LITTLE ROCK

LITTLE ROCK

ARKANSAS GAZETTE

Business editor Leroy Donald interviewed William Campbell. The Agency is following up with Mr. Donald to develop an article.

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KATV-TV (ABC)

A taped interview with William Campbell on Concord aired August 9 at 7:00 a.m. KATV-TV has approximately 18,000 viewers.

FORT WAYNE

FORT WAYNE NEWS SENTINEL

Business editor Kevin Leininger interviewed Tom Keim. The Agency is following up with Mr. Leininger to develop an article on Concord.

WKJG-TV (NBC)

A taped interview with Tom Keim on Concord aired August 9 on the 6:00 evening news. WKJG has a viewership of approximately 18,000.

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WPTA-TV (ABC)

Tom Keim was interviewed about Concord. The piece has not yet aired, however, the Agency will continue to follow up on this.

SPOKANE

The Agency also contacted television, newspaper and radio editors to set up interviews for Guy Smith in Spokane. The Spokane media were only interested, however, in discussing how Concord could be used to stop smoking and other health-related issues pertaining to the cigarette. An interview for Guy Smith was scheduled with The Spokesman-Review, however, the editor cancelled upon receipt of the press materials. Due to the media's negative reaction to Concord, the media day was cancelled.

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MERIT

MERIT HARBOR LIGHTS

MEDIA TOUR

During the months of July, August and September of 1985, Merit Harbor Lights fireworks spectacular was presented in Philadelphia, Pittsburgh, St. Louis, Charleston, WV and Portland, OR. In preparation for the media days in each market, the Agency mailed press kits and letters suggesting Donna Grucci for interviews. Follow-up calls were conducted to secure the maximum number of interviews and coverage in each market. Personalized letters were also sent to assignment editors in each market inviting coverage of a "Behind-the-Scenes Tour" of the fireworks installation. Additional memos were also

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sent to assignment editors inviting coverage of Merit Harbor Lights. In each city, the Agency together with the client worked with the local police and festival organizers in assisting the media to find suitable locations from where the fireworks could be filmed. The media were also invited to the VIP party at each event.

PHILADELPHIA

The third stop in the seven-city media tour took place in Philadelphia on July 27, where Merit Harbor Lights was presented as the grand opening to the ninth annual Harbor Festival. The Agency arranged two television interviews, two radio interviews and two interviews with newspaper reporters for spokesperson Donna Grucci. The media days selected were July 25 and 26.

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MEDIA COVERAGE IN PHILADELPHIA

TELEVISION

KYW-TV (NBC)

WCAU-TV (CBS)

The Agency arranged for these two television stations to conduct behind-the-scenes tours of the fireworks installations. Both stations aired the segment on the evening news. Merit Harbor Lights was credited on KYW-TV Eyewitness News.

KYW-TV conducted a second tour of the fireworks installation during the final preparation stages on July 27. There was visual credit for Merit Harbor Lights.

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RADIO

WIP-AM

KYW (NBC)

The Agency arranged for Donna Grucci to be interviewed on both radio stations. In each interview Merit Harbor Lights as sponsored by Merit cigarettes was credited several times.

PRINT

PHILADELPHIA DAILY NEWS

An article on Merit Harbor Lights was incorporated into a full-page feature on the Harbor Festival. The article included several credits for Merit Harbor Lights as sponsored by Merit cigarettes. The circulation of the Philadelphia Daily News is 305,000.

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PHILADELPHIA INQUIRER

The Agency arranged for a segment on Merit Harbor Lights to be included in a full-page feature roundup on the Harbor Festival. Merit Harbor Lights as sponsored by Merit cigarettes was credited. The circulation of the Philadelphia Inquirer is 530,000 daily.

PHILADELPHIA MAGAZINE

The Agency arranged for an item on Merit Harbor Lights to appear in the calendar of events section. Merit Harbor Lights as sponsored by Merit cigarettes was credited. The circulation of Philadelphia is 140,000 monthly.

PITTSBURGH

The fourth stop in the seven-city media tour took place in Pittsburgh on August 3, where Merit Harbor Lights was presented as the centerpiece of the Three Rivers Regatta. The Agency arranged for five television

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stations to conduct behind-the-scenes tours of the fireworks installation with Donna Grucci. One interview was also arranged with the Pittsburgh Post-Gazette. The media days selected for Pittsburgh were August 1 and August 2.

MEDIA COVERAGE IN PITTSBURGH

WPXI-TV (NBC)

KDKA-TV (CBS)

The Agency arranged for these two television crews to conduct behind-the-scenes tours of Merit Harbor Lights. Both stations aired the segment on the 6PM news and there was visual credit for Merit Harbor Lights.

KDKA-TV (CBS)

EVENING MAGAZINE

The Agency arranged for Merit Harbor Lights to appear on Evening Magazine. The segment aired on September 13.

2049407164

BUREAU OF CABLE COMMUNICATIONS

Coverage of the fireworks installation and Merit Harbor Lights fireworks extravaganza was featured as a 4 1/2 - minute segment everyday, six times a day from August 26 until the end of September on this station. Merit Harbor Lights was credited.

WTAE-TV (ABC)

Coverage of the fireworks installation was broadcast on the 6PM news. There was both audio and visual credit for Merit Harbor Lights.

PRINT

PITTSBURGH POST-GAZETTE

The Agency arranged for a segment on Merit Harbor Lights to appear in the Weekend Section on August 2. The article included several credits for Merit Harbor Lights.

2049407165

ST. LOUIS, MO

The fifth stop in the seven-city media tour was St. Louis, MO. Merit Harbor Lights was presented as the centerpiece of the First Annual Riverfront Picnic and International Barbecue competition in St. Louis on Saturday, August 24. The media days selected for St. Louis were Thursday, August 22 and Friday, August 23. Donna Grucci was interviewed on three television stations, four radio stations and by one newspaper.

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MEDIA COVERAGE IN ST. LOUIS

TELEVISION

KSDK-TV (NBC)
(Midday Report)
KTVI-TV (ABC)
(Perception)

The Agency arranged for Donna Grucci to be interviewed on both of these programs. Merit Harbor Lights as sponsored by Merit cigarettes was credited several times in both interviews.

KSDK-TV (NBC)
KTVI-TV (ABC)

The agency arranged for crews from both stations to conduct behind-the-scenes tours of the fireworks installation. KSDK-TV aired the segment on the 6PM news. There was visual credit for Merit Harbor Lights. The segment is scheduled to air on KTVI on the show "Turnabout" sometime in the New Year.

2049407167

RADIO

KXOK-AM (NBC, ABC)

KHTR-FM/KMOX-AM (CBS)

KSLH-FM

KADI-FM

The Agency arranged for Donna Grucci to be interviewed on each of these stations. Merit Harbor Lights as sponsored by Merit cigarettes was credited in each interview.

PRINT

ST. LOUIS GLOBE-DEMOCRAT

The Agency arranged for a full-page feature article on Merit Harbor Lights to appear on August 23. The article consisted of two photographs supplied by the Agency of Donna Grucci and Merit Harbor Lights. Merit Harbor Lights as sponsored by Merit cigarettes was credited several times. The circulation for the Globe-Democrat is 201,000 daily.

2049407168

Prior to Merit Harbor Lights, the Agency worked closely with festival organizers and arranged for press material to be distributed at the festival news conference. As a result of this, articles which included credit for Merit Harbor Lights as sponsored by Merit cigarettes appeared in the following papers:

St. Louis Globe-Democrat on Wednesday, August 14; St. Louis Globe-Democrat on Monday, August 19; St. Louis Globe-Democrat on Wednesday, August 21; St. Louis Post-Dispatch on Wednesday, August 21; St. Louis Post-Dispatch on Wednesday, July 31; St. Louis Post-Dispatch on Monday, August 19; Suburban Newspaper, Inc. on Wednesday, August 21

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EVENT PUBLICITY

KTVI (ABC)

A segment on Merit Harbor Lights was broadcast on the 10 o'clock news. Merit Harbor Lights was credited.

CHARLESTON, WV

The sixth stop in the seven-city media tour was Charleston, WV. Merit Harbor Lights was presented as the grand finale to the Charleston Sternwheel Regatta. The media days selected were August 29 and August 30. Media interviews were also conducted on August 31 and September 1.

2049407170

MEDIA COVERAGE IN CHARLESTON, WV

TELEVISION

WSAZ-TV (NBC)

Early Morning Newscenter

(Huntington)

WOWK-TV (ABC)

Action Newsmakers

(Huntington)

WSAZ-TV (NBC)

PM Magazine

WCHS-TV (CBS)

(News 8 At Noon)

The Agency arranged for Donna Grucci to be interviewed on all of these shows. Merit Harbor Lights as sponsored by Merit cigarettes was credited several times.

BEHIND-THE-SCENES TOURS

OF FIREWORKS INSTALLATIONS

WSAZ-TV (NBC)

WCHS-TV (CBS)

WOWK-TV ABC)

OAKHILL ABC STATION

The Agency arranged for crews from each of the stations to conduct behind-the-scenes tours of Merit Harbor Lights fireworks installation. Each station featured Merit Harbor Lights on their respective news programs and there were several credits for Merit Harbor Lights as sponsored by Merit cigarettes.

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WSAZ-TV (NBC)

Evening News

The Agency arranged a live interview for Donna Grucci just prior to Merit Harbor Lights on September 1.

RADIO

WWHY-AM (CBS)

WGNT-AM/WAMX-FM (NBC)

WVPN-FM (NPR)

WVAF-FM (ABC)

WCAW-AM

The Agency arranged for Donna Grucci to be interviewed on each of these radio stations. Merit Harbor Lights as sponsored by Merit cigarettes was credited in each interview.

PRINT

In early July, the Agency worked with festival organizers and promoters and arranged for press material on Merit Harbor Lights to be distributed at the festival and news conference. As a result of this, articles appeared in the following newspapers: Charleston Daily

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Mail on July 27, The
Parkersburg News on August 4
and August 9, The Parkersburg
Sentinel on September 4, The
Wheeling News-Register on
August 11 and The
Herald-Dispatch in Huntington
on August 23.

CHARLESTON GAZETTE-MAIL

The Agency arranged for a
full-page color feature
article on Merit Harbor
Lights to appear on the front
page of the Sunday Supplement
section on the Charleston
Sternwheel Regatta. The
article included a blown-up
photograph of Merit Harbor
Lights and Merit Harbor
Lights was credited. The
circulation is 105,800 daily.

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CHARLESTON DAILY MAIL

The Agency arranged for two articles on Merit Harbor Lights to appear in the Daily Mail. The first appeared on August 30 and included both a photograph and a mention of Merit Harbor Lights. The second article appeared on September 2 following Merit Harbor Lights and included credit for Merit Harbor Lights. The circulation is 55,600 daily.

COVERAGE OF MERIT HARBOR LIGHTS

The Agency worked closely with the police department and arranged viewing areas for all local television crews. All local crews attended the event and the Agency is awaiting tapes which are being provided by a local monitoring service.

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PORTLAND, OR

The final stop in the seven-city media tour was Portland, OR. Merit Harbor Lights was originally scheduled to be presented as the centerpiece of Autumnfest '85, but due to rain, Merit Harbor Lights was postponed and presented as the grand finale to Autumnfest '85 on September 15. The media days selected were September 12 and 13. The Agency arranged two television interviews for Donna Grucci which consisted of two tours of the fireworks installation and one studio interview. Also, five radio interviews were arranged and two interviews with the Oregonian.

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MEDIA COVERAGE IN PORTLAND, OR

TELEVISION

KOIN-TV (CBS)

KGW-TV (NBC)

The Agency arranged for television crews from both of these television stations to conduct behind-the-scenes tours of the fireworks installation. A studio interview was also arranged with KOIN-TV. The interview was broadcast live and included coverage of the fireworks installation. KGW-TV aired the segment on the 6PM news. Both segments included credits for Merit Harbor Lights.

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RADIO

KCNR (ABC)

KEX-AM/KKRZ-FM (RKO)

KOAP-FM (NPR)

KWJJ-AM/KJIB-FM

KGW-AM

KXL-AM (NBC)

The Agency arranged for Donna Grucci to be interviewed on each of these radio stations. All interviews included credit for Merit Harbor Lights as sponsored by Merit cigarettes.

PRINT

OREGONIAN

The Agency arranged for a lengthy article on Merit Harbor Lights to appear in the Oregonian on Saturday September 14. The article included several credits for Merit Harbor Lights as sponsored by Merit cigarettes. Following the postponement of Merit Harbor Lights, the Agency also arranged for a second item to appear in the Oregonian on the rescheduling of the

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fireworks. This item included a credit for Merit Harbor Lights. The day after Merit Harbor Lights on September 16, at the suggestion of the Agency, reporter Lery Wilson interviewed people at Tom McCall Waterfront Park on what they thought of Merit Harbor Lights. The article included a Merit Harbor Lights credit. The circulation for Oregonian is 249,000.

ADDITIONAL TELEVISION

KOIN-TV (CBS)

The Agency arranged for a crew from KOIN-TV to cover Merit Harbor Lights. The segment was broadcast on the 11 PM news and included credit for Merit Harbor Lights as sponsored by Merit cigarettes.

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ADDITIONAL RADIO

KCNR

The Agency arranged a second interview for Donna Grucci with KCNR radio on the rescheduling of Merit Harbor Lights on September 15. Merit Harbor Lights was credited.

NATIONAL COVERAGE

USA TODAY

The Agency arranged for a piece on Merit Harbor Lights to appear in the Lifeline section of USA Today on July 23. The item included a mention of Merit Harbor Lights. The circulation for USA Today is 1,828,781 daily.

PM MAGAZINE

As a result of an Agency contact with Lynn Squilla from KDKA-TV in Pittsburgh, a segment on Merit Harbor Lights is scheduled to air nationally on PM Magazine on October 25. The segment is entitled The Wizzards of Aaaahhhs.

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TRADE PUBLICITY

US TOBACCO AND CANDY JOURNAL

CREATIVE MAGAZINE

The Agency arranged for articles on Merit Harbor Lights to appear in the September issues of both of these publications. Merit Harbor Lights as sponsored by Merit cigarettes was credited in both articles.

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